PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Carolyn Levy **DATE:** December 4, 1995

FROM: Barbara S.G. Weinstein

SUBJECT: PM-USA Information Submission for 1995 Annual Report

Attached are key points, the PM-USA Information table, and graphs of PM-USA and Marlboro retail shares for inclusion in the 1995 annual report. Data for the graphs are also included.

Three versions of the PM and Marlboro graphs are enclosed to provide alternatives to best portray our performance results. Two versions minimize the retail inventory adjustments that occurred during late May-early June.

PM-USA monthly market share trend: 1988-1995
PM-USA and Marlboro quarterly share trends: 1992-1995, 1988-1995
PM-USA and Marlboro annual shares: 1993-1995

Data for 1994 is actual, while data for full year 1995 is estimated and will be revised with actual results when they become available in January.

cc: E. Gawronski
E. Merlo
N. Rolli
D. Rubin

Barbara

2045372088

Source: https://www.industrydocuments.ucsf.edu/docs/zlfj0004